PRESS RELEASE: "FORMER VOICE OF CHUCK E. CHEESE REACTS TO HIS REPLACEMENT"

Newsflash for Chuck E. Cheese Fans: I'm posting this notice on my wall so I won't have to keep answering questions or random e-mails as they come. Yes, I just found out myself through a CEC fan informing me of "Chuck's Hot New Single" (a downloadable .mp3 that has been posted on the web) and a follow-up conversation with a friend/contact at CEC, Inc.: I am no longer the voice of Chuck E. Cheese. Various things I saw happening with Chuck E.'s image and marketing over the last several months seemed to indicate to me that some kind of change was coming. When my agent and I inquired at various times with CEC as to whether my status was changing as the voice, we were told that CEC marketing was exploring new options for advertising, but that I was still the voice. As time wore on, however, we began to produce fewer shows and less new material. Later still, images of a new Chuck E. appeared. As my agent and I pondered all of this, we questioned our contacts again. Now, there was simply no direct answer. No one would say. So, after listening to the new song today, which was clearly not my voice, I texted my my friend and asked him what was going on. He then called me and I asked again. That is when he finally confirmed with me that I have been replaced -- completely -- on all fronts. CEC, Inc. was not obliged to inform me of this change in any manner. I literally just had this put in front of me, made a phone call to ask about it, and then came the news.

After serving as the voice of Chuck E. Cheese since 1993 and taking the character through so many stages, changes, and evolutions this comes as a complete surprise to me. And, yes, it is hurtful that CEC, Inc. chose not to communicate with me about it. Naturally, after working for and with a client for nearly 20 years you feel that you have built a relationship -- time, energy, trust, etc., as well as the belief that you can produce what they are looking for. You also hope that, if they are thinking of going a new/different direction, they would approach you, see if you can help with that as you have so many, many times before. When I first became Chuck E. Cheese, for example, that was part of my assignment, morphing Chuck E. Cheese from a joke-telling, sometimes off-color New Jersey rat to a lovable, mainstream mouse who could sing. And there many more changes that we made to his voice, his singing, his style, his personality over the years, crafting Chuck E. into the image they had envisioned. Yet, I was not asked to audition or even included in any conversations that have taken place about "the new Chuck E." As the owners of the property, I completely recognize they have every right to do what, when, where, and how they wish. And so they have. Why CEC, Inc. chose to do this, or do it in this manner, one can only speculate and that is not my place. The fact is I am grateful for the time I have had to do this, to be "Chuck E." -- grateful to God for the appointment and grateful to the people at CEC, Inc. for the opportunity.

But, more than all of that, here's what I know: I am a Christian, and that is all that matters. I am one who believes that salvation (from sin, God's judgment, and hell) is found in no other name under heaven but the risen Lord and Savior and returning King, Jesus Christ. And, if being the voice of Chuck E. Cheese for any length of time has meant anything to me, it was never about a paycheck because God will always provide for His children in one way or another. No. What it was about, what my sincere hope is that you -- you Fans, you parents, and all you kids who have loved Chuck E. Cheese over the years -- have seen, heard, or experienced Jesus Christ in and through my life in some way. For He is all that matters, now and for all eternity. I hope that you have seen Christ in me. I hope that He touched your life through mine in some special way and, if that happened, then I was doing my one true real job, which is sharing Him with all of you.

Regardless then of how all this has transpired, God is faithful and worthy of praise. He knows the good plans He has for this man and His people everywhere. And, I'm just a little teeny spec in that big, beautiful picture! I trust Him, rejoice in Him, and will continue looking to Him for His guidance, provision, and everything else, and I want to encourage all of you to do the same because He will never fail or forsake you. I am looking forward to seeing what the Lord has in store and will continue to press toward the mark of His high calling. To God alone be the glory and honor and praise forever through His Son, the only Lord and Savior, the only true hope for mankind, Jesus Christ!

Warmest Regards,

Duncan Brannan

Former Voice of Chuck E. Cheese,
Forever Child of God through Christ Jesus

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